BAG INDEX

ARTIFICIAL INTELLIGENCE (AI) SURVEY

საქართველოს ბიზნეს ასოციაცია
BUSINESS ASSOCIATION OF GEORGIA

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Leibniz Institute for Economic Research at the University of Munich

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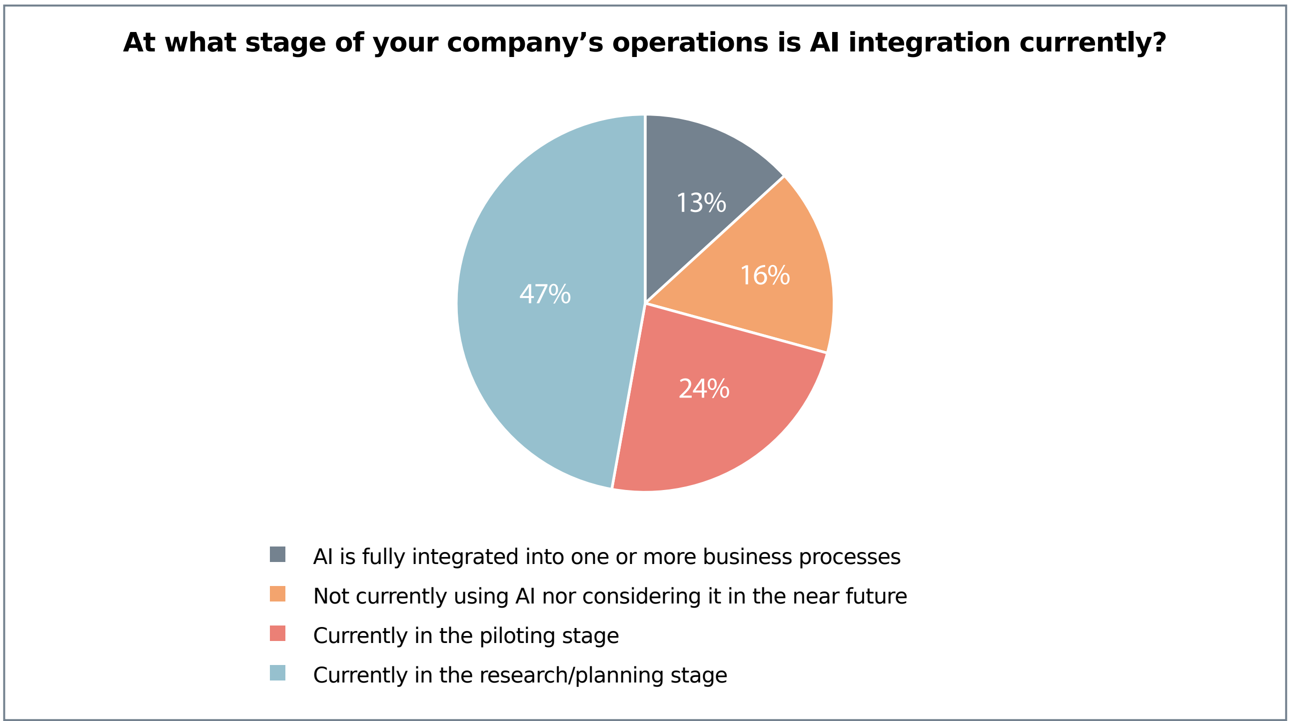
ARTIFICIAL INTELLIGENCE (AI) SURVEY

In the Q2 2026 survey, additional questions were integrated into the BAG Index questionnaire to assess the adoption of artificial intelligence (AI) in companies and its impact on business processes. For the purposes of this analysis, BAG members and the companies within their corporate groups were classified into four sectors: trade, service, manufacturing, and construction.

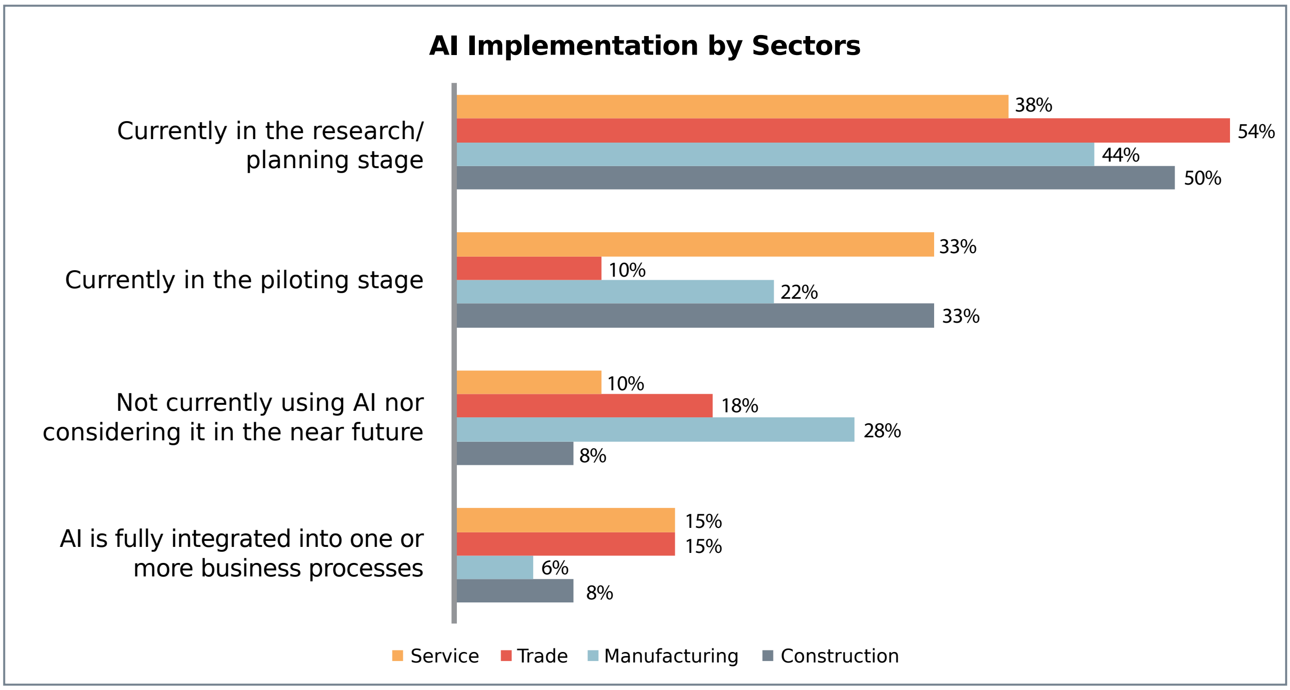
In Q2 of 2026, 47% of surveyed companies reported that they are currently in the planning or research stage of AI adoption (see Graph 1).



Graph 1: Stages of Artificial Intelligence (AI) Adoption, Q2 of 2026

By sector, in Q2 of 2026:

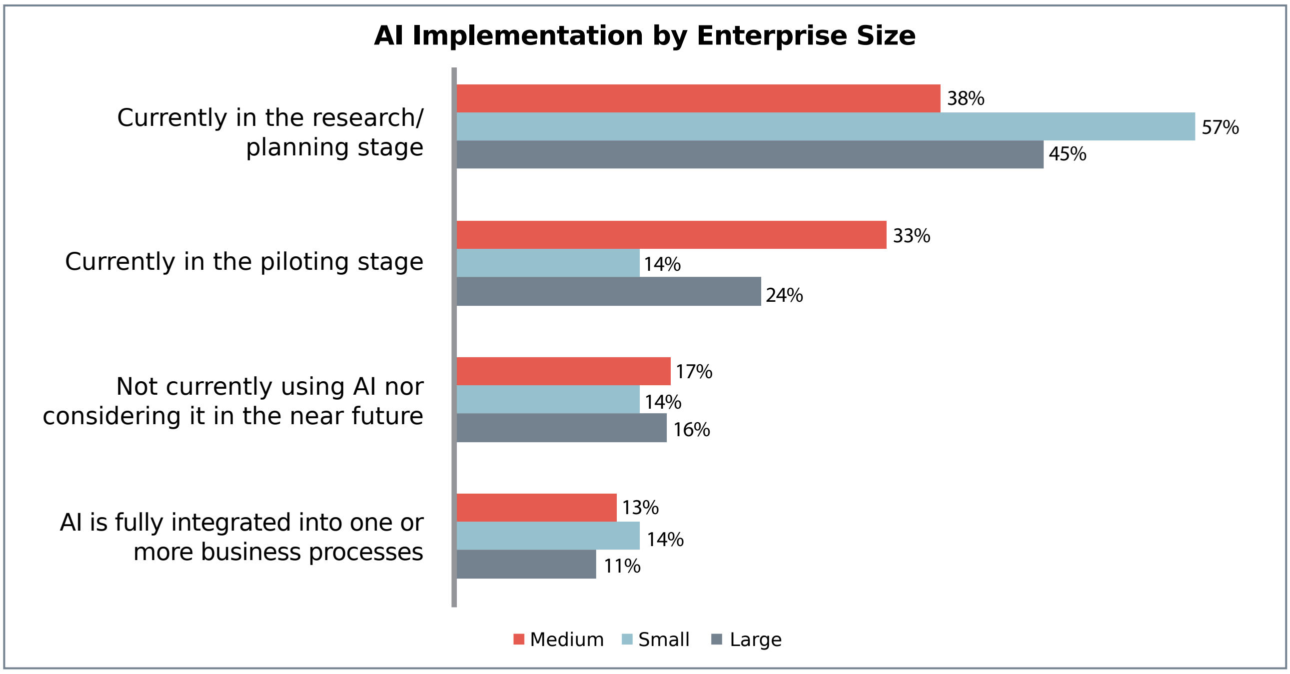
- The share of companies in the ***AI planning/research stage*** was highest in the trade (54%) and construction (50%) sectors.
- The highest share of companies in the ***pilot stage*** was recorded in the service and construction sectors (33% each).
- Companies that neither ***use nor plan to adopt AI*** were most prevalent in the manufacturing sector (28%).
- The highest share of companies with ***fully integrated AI*** was observed in the service and trade sectors (15% each) (see Graph 2).



Graph 2: Stages of Artificial Intelligence (AI) Adoption by Sector, Q2 of 2026

By enterprise size, in Q2 of 2026:

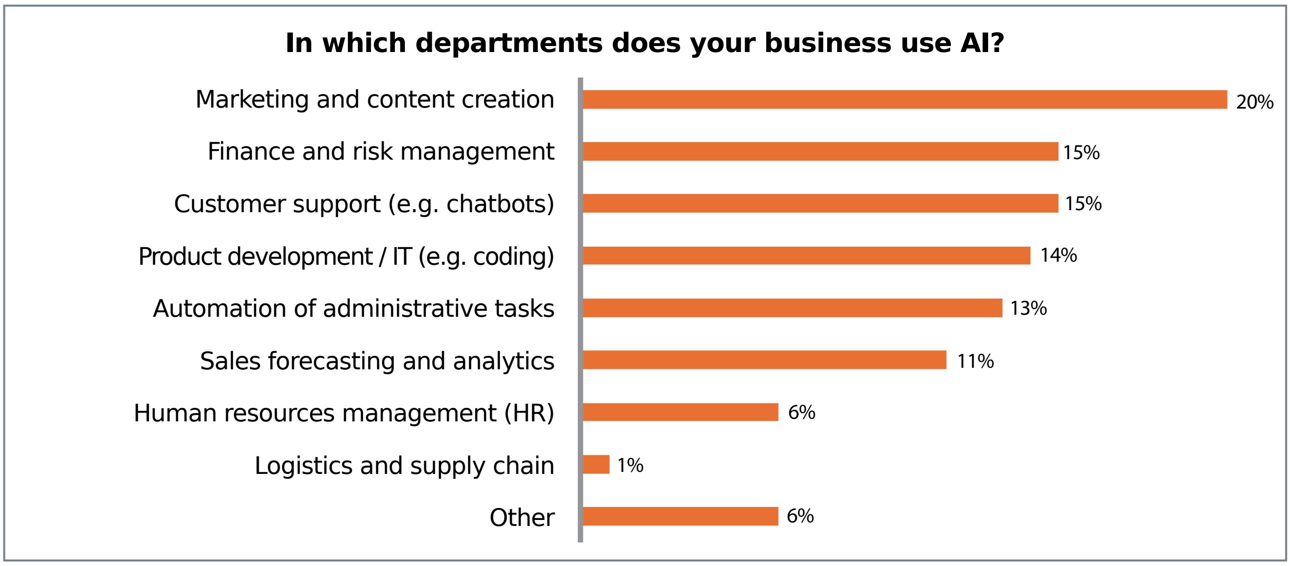
- The highest share of companies in the ***AI planning/research stage*** was recorded among small enterprises (57%).
- Companies in the ***pilot stage*** were most prevalent among medium-sized enterprises (33%).
- The share of companies that neither ***use nor plan to adopt AI*** was almost identical across small, medium-sized, and large enterprises.
- Likewise, the share of companies with ***fully integrated AI*** was almost identical across small, medium-sized, and large enterprises (see Graph 3).



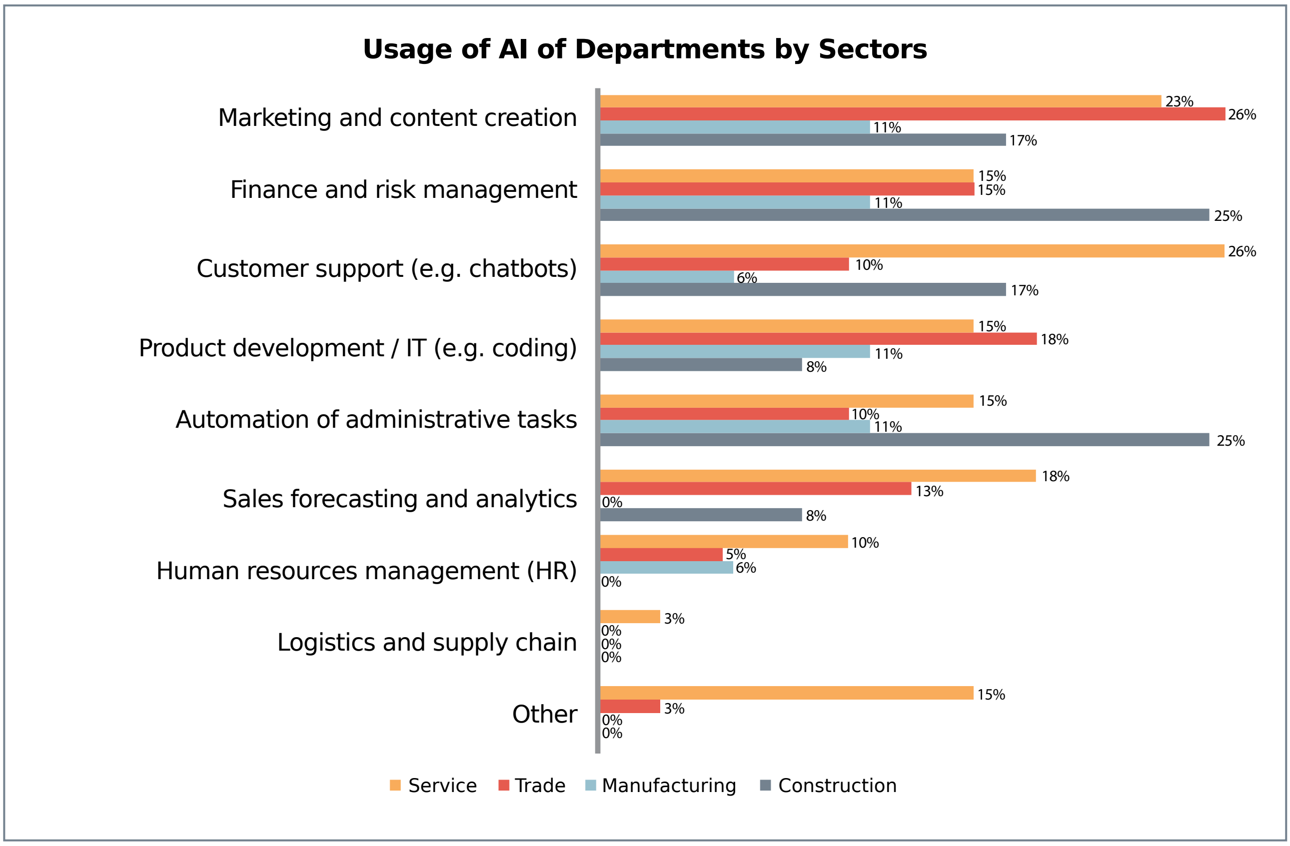
Graph 3: Stages of Artificial Intelligence (AI) Adoption by Enterprise Size, Q2 of 2026

Surveyed companies most frequently use AI for marketing and content creation (20%). This was followed by finance and risk management (15%) and customer support services (15%), both cited with equal frequency (see Graph 4).

By sector, the use of AI for marketing and content creation was most widespread in the trade (26%) and service (23%) sectors. AI for finance and risk management was most frequently used in the construction sector (25%), while AI for customer support services was most common in the service sector (26%) (see Graph 5).

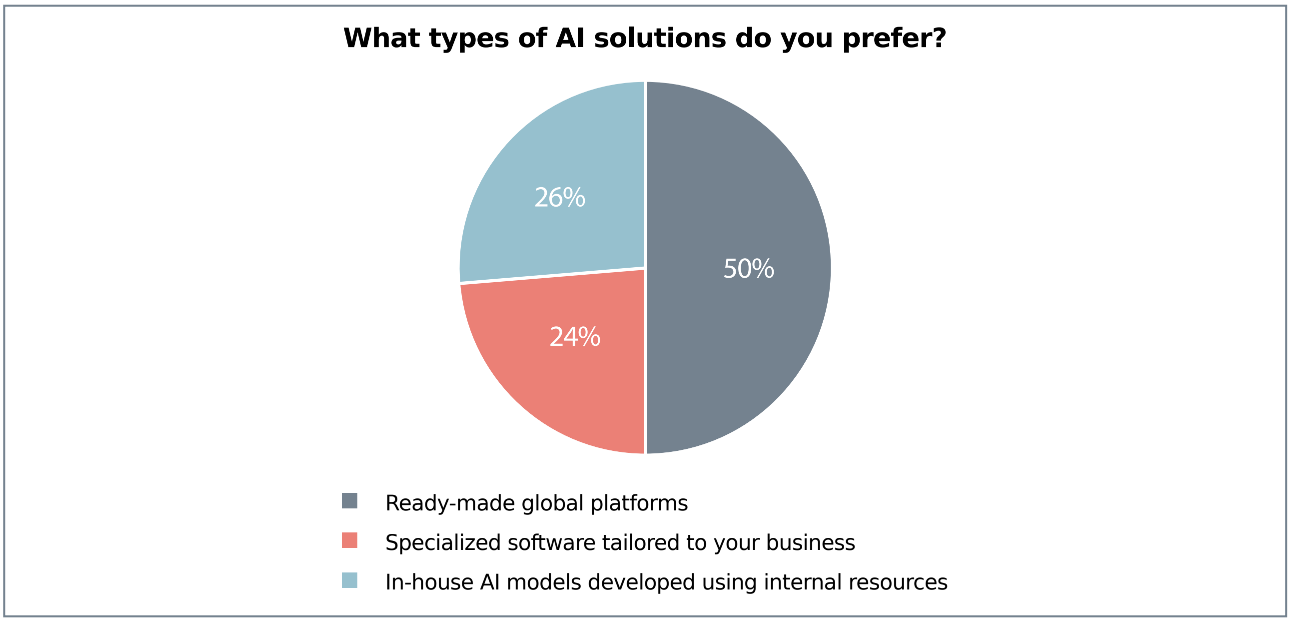


Graph 4: Use of Artificial Intelligence (AI) by Business Function, Q2 of 2026



Graph 5: Use of Artificial Intelligence (AI) by Business Function and Sector, Q2 of 2026

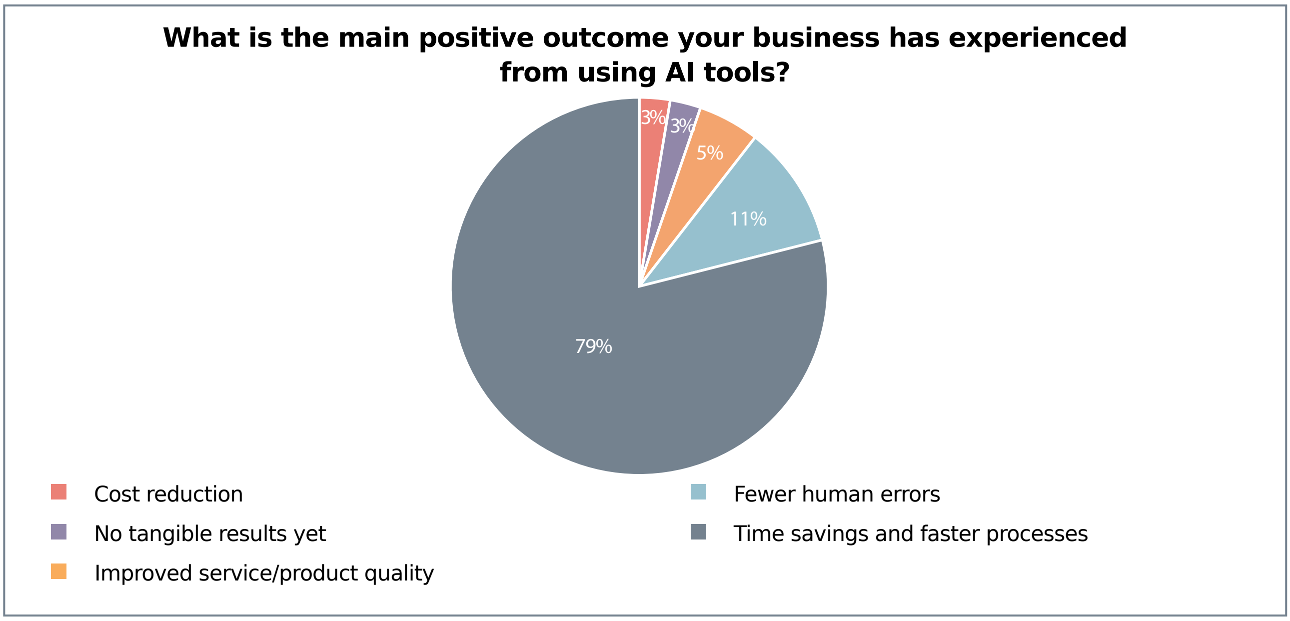
Regarding AI solutions, 50% of surveyed companies use ready-made global platforms, 26% use proprietary AI models trained using internal resources, while 24% use specialized software solutions (see Graph 6).



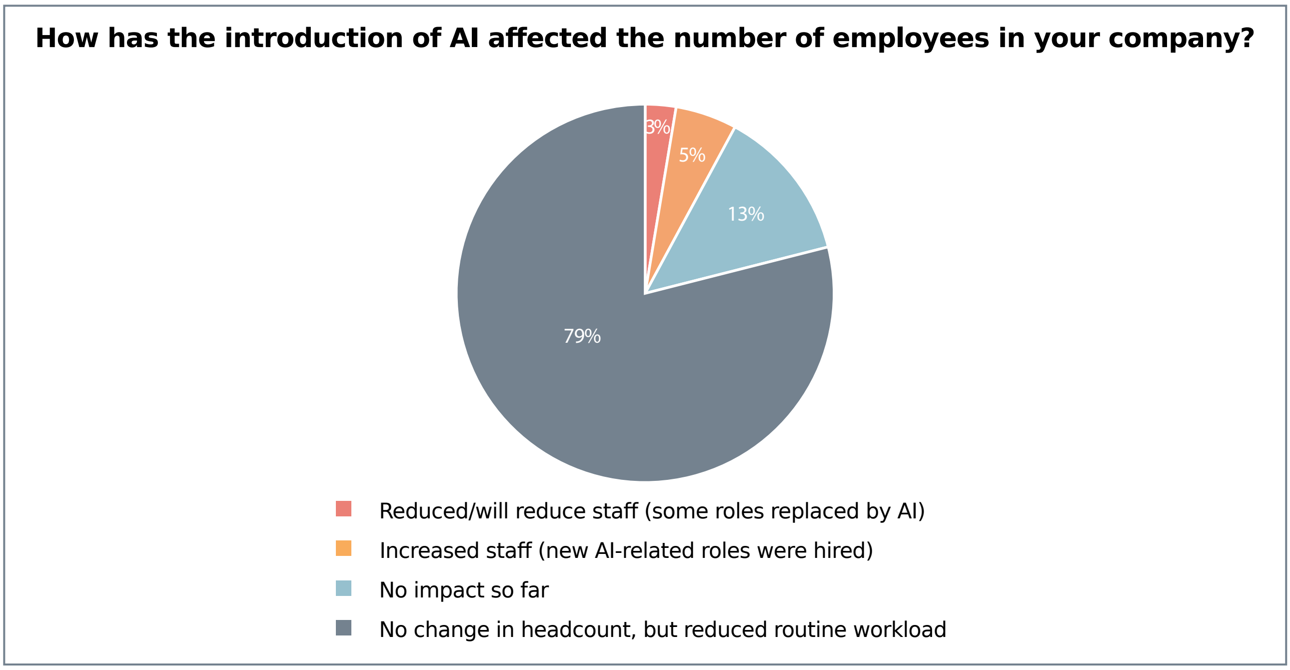
Graph 6: Artificial Intelligence (AI) Solutions Used by Companies, Q2 of 2026

Surveyed companies also assessed the impact of AI on their business operations. For the majority of respondents, the main positive outcome was time savings and faster business processes (79%). According to 11% of respondents, AI adoption reduced human error, while 5% reported improvements in the quality of products and/or services (see Graph 7).

Regarding the impact of AI on employment, 79% of companies stated that the number of employees had remained unchanged, although the amount of routine work performed by employees had decreased. According to 13% of companies, AI had no impact on either employment or work tasks, while 5% reported an increase in staff numbers and 3% reported a reduction (see Graph 8).

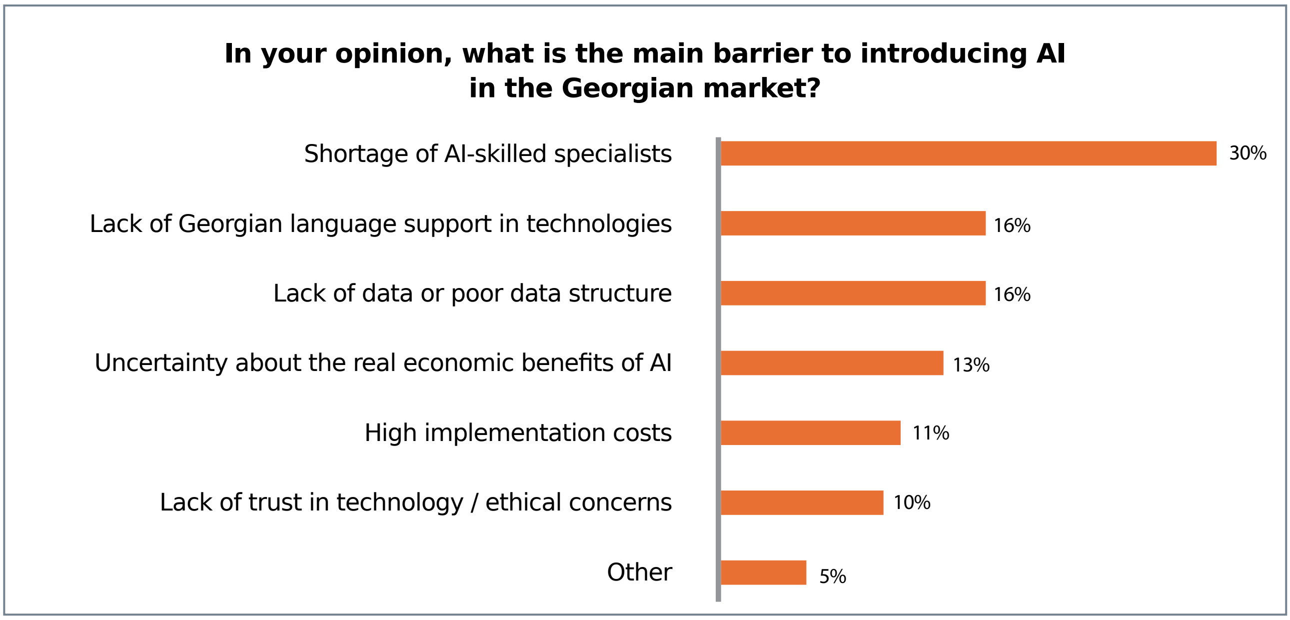


Graph 7: Main Positive Outcome of Artificial Intelligence (AI) Adoption, Q2 2026



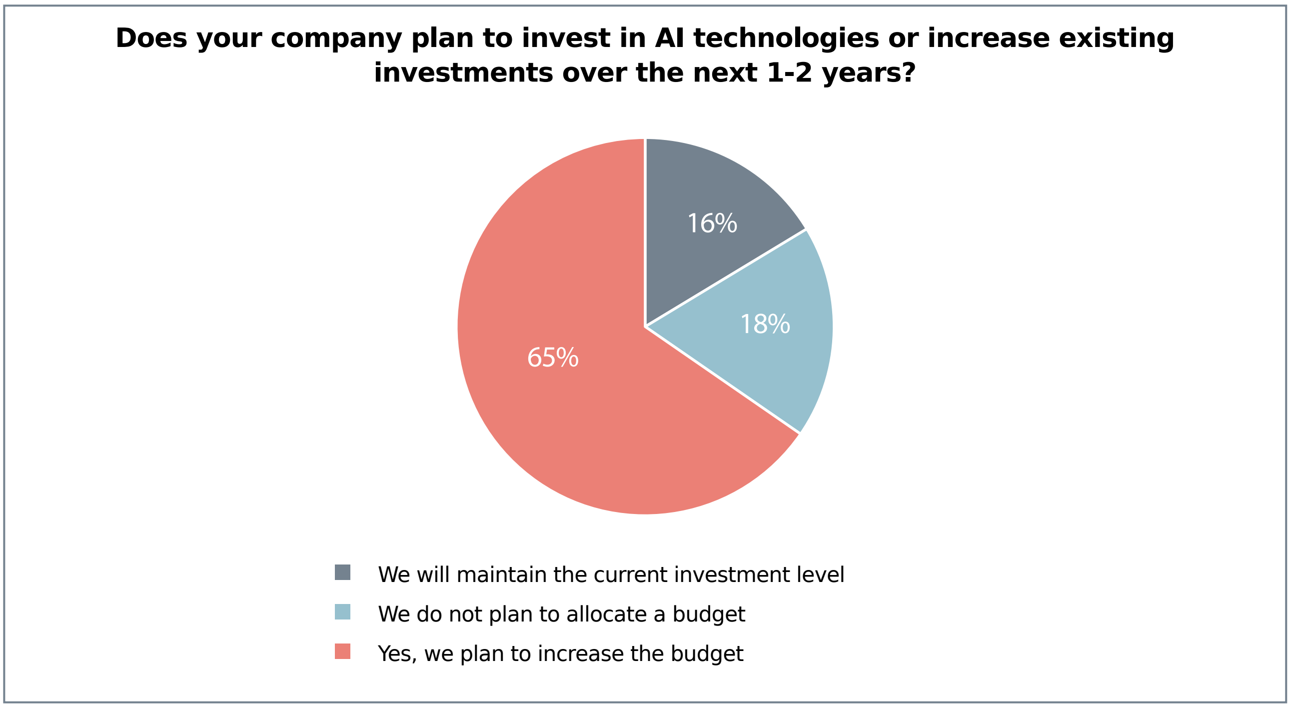
Graph 8: Impact of Artificial Intelligence (AI) Adoption on Employment, Q2 of 2026

According to surveyed companies, the main obstacle to AI adoption in the Georgian market is the shortage of qualified specialists (30%). This was followed, with equal shares, by limited support for the Georgian language in AI technologies (16%) and the lack of sufficient or well-structured data (16%) (see Graph 9).



Graph 9: Main Obstacle to Artificial Intelligence (AI) Adoption in the Georgian Market, Q2 of 2026

As for companies' future plans, 65% of surveyed companies intend to increase investment in AI technologies over the next one to two years. Meanwhile, 18% do not plan to allocate a budget for AI investments, while 16% intend to maintain investment at its current level.



Graph 10: Companies' Investment Plans for Artificial Intelligence (AI) Technologies over the Next One to Two Years, Q2 of 2026

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